

Awaken the Sleeping Giant: Ways to Maximize Your Board's Effectiveness

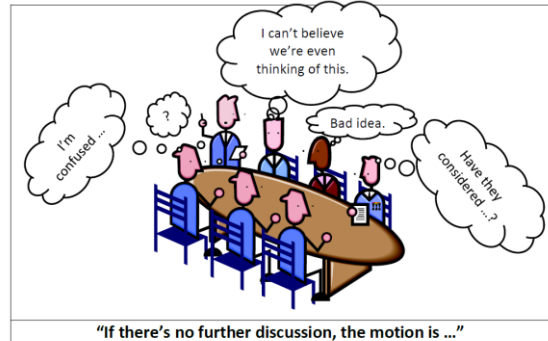
Nonprofit Leaders Conference for
Coastal & Southwest Washington

Workshop Presented by
Jan F. Brazzell, PhD, ACFRE

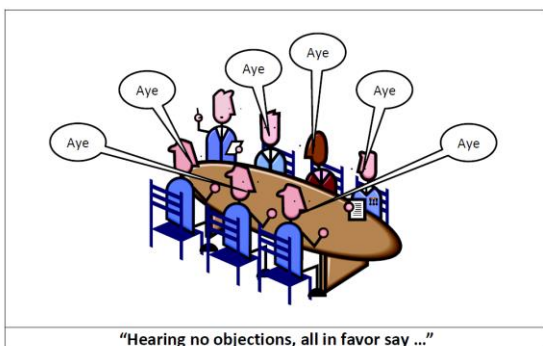


Advancement Consulting
Helping You Move Your Organization Forward

Not-for-Profit Boards in Motion



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Awaken the Sleeping Giant

What Would You Most Like to Gain
from Today's Discussion?



Quick Overview

- Characteristics of effective boards
- Symptoms and causes of board disengagement
- Ways to increase your board's ownership of its performance
- Emerging strategies and practices to maximize your board's effectiveness
- Your questions

Effective Nonprofit Boards Embrace their Legal Duties ...

- Obedience
- Care
- Loyalty
- Transparency (emerging emphasis)

***#1 Reason for board disengagement:
the meetings are boring!***

... but Board Meetings Don't Have to Be Boring!

- Meaningful work
- Consent agenda – fewer reports
- Catalytic conversations
- More learning and growing
- Experiences – give them something to talk about

Effective Boards Value Both Roles

GOVERNANCE

- Mission, purpose
- Legal oversight
- Finances
- Human resources
- Fundraising strategy
- Planning
- Programs

IMPACT

SUPPORT

- Fundraising
- Public relations
- Volunteerism
- Advice
- Reputation

RESOURCES

One Mission System for Nonprofit Boards¹

Equally Strong Benefit and Business Components



COMPONENTS UNITED BY SHARED INTERESTS

¹ Source: Pamela J. Wilcox, *Exposing the Elephants: Creating Exceptional Nonprofits*, John Wiley & Sons, 2006.

Ways to Educate Your Board about Mission Strategy

- Comprehensive orientation
- Frequent, “small-dose” educational opportunities
 - “Mission moments;” field trips; presentations by outside experts
- Consultations by/with competitors, collaborators, funders
 - Interviews; focus groups; surveys; presentations

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Effective Nonprofit Boards Engage with Their Communities

- Essential to Governance and Support
- Results in Better Decisions
- Strengthens Community Support
 - Buy-in and advocacy
 - Volunteer engagement
 - Financial contributions
- Enlivens and Renews the Board

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A Tale of Two Performing Arts Organizations

- | | |
|---------------------------------|--|
| ■ An Orchestra that Almost Died | ■ A Musical Theatre Company that Thrived |
|---------------------------------|--|

Board – Community Engagement: Issues and Solutions

Leveraging Board Activities to Engage the Community

- Committees/task forces
- Board/committee meetings
- Annual/membership meetings
- Fundraising events
- Presentations to civic clubs

How can we use these more effectively for board-community engagement?

Other Avenues for Board- Community Engagement

- Donor Stewardship
- Focus Groups/Interviews
- Stakeholder Task Forces
- Community Forums
- Other Nonprofits' Meetings or Events
- Social Media Advocacy and Fundraising
- Others?

Strategies to Encourage Productive Public Engagement

- Intentional / Proactive
- Collective / Planned
- Scheduled / Small Dose
- Genuine / Two-Way / Multi-Way
- Influential / With Feedback
- Easy / Fun / Food

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Philanthropic Relationship-Building How to Avoid Asking for Money!



What Donors Want from Board Members

- Timely Acknowledgement
- Assurance that Gifts will be Used as Intended*
- Desired Impact*
- Mutual Control of the Relationship

**Insert Board Members There!*

Philanthropic Relationship-Building How to Avoid Asking for Money!



Make it Easy to Share



A Clever Social Media Strategy

STANDLEY is a handsome dude.



Central Ohio
Symphony
Campaign

Source: Gail Perry, *Fired Up Fundraising*, "Top 10 Major Donor Trends for 2013 and What to Do About Them," AFP International Conference, 2013."

"friend" STANDLEY

Say hello to STANDLEY. STANDLEY needs 12 pals to help the symphony grow.



Donate \$50 for a stand for the Central Ohio Symphony musicians. YES! I want to give STANDLEY a new pal! Click here: https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=93PZX4B67QJ7U

STANDLEY will put your name on the stand send you a thank you note right away!

Source: Gail Perry, *Fired Up Fundraising*, "Top 10 Major Donor Trends for 2013 and What to Do About Them," AFP International Conference, 2013."

"Standley"

Facebook
Campaign

Central Ohio
Symphony



Source: Gail Perry, *Fired Up Fundraising*, "Top 10 Major Donor Trends for 2013 and What to Do About Them," AFP International Conference, 2013."

What Board Members Want

- Desired Impact – Make a Difference
- Meaningful Use of Their Time
- Opportunities to Learn and Grow
- Develop Positive Relationships
- Belong to a High-Functioning Team
- Have fun!

They need you to provide the tools!

[Your Questions]

[Thank You!]

You are welcome to contact:

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